Rep Order# 6851174 Ver# 1 Status New Traffic Order# 6851174 EC'd Yes

Printed: 09/11/2012 8:17 AM Last Received: 09/10/2012 2:58 PM

Rep Firm

Showing Buylines: All Lines

KTNV-TV LAS VEGAS, NV Station) .HELLER FOR SENATE Advertiser (

DEAN HELLER **Product**

Estimate#

Buyer **NEIL WILLIAMS**

Phone# Fax#

) STRATEGIC MEDIA SVCS Agency

3299 K STREET NW SUITE #200 WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates

Hiatus Weeks

09/12/2012 - 09/18/2012

Sales Office (Salesperson () PHILADELPHIA) ANJIE BRADY

1 of 3

Salesperson Phone# 215-567-6005 Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: HELLER FOR SENATE SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER CONTRACT TOTAL IS \$11,200 PLS CONFIRM ASAP

ANJIE FOR ANGELA THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
	1	W-F	530A-6A	:: 530AM NEWS	:30	\$125.00	09/12-09/14	2	1	2	\$250.00	
	2	W-F Buyl:	6A-630A ine Comment	: 6AM NEWS	:30	\$250.00	09/12-09/14	1	1	1	\$250.00	
	3	M-TU Buyl:	6A-630A ine Comment	: 6AM NEWS	:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
	4	W-F Buyl:	630A-7A ine Comment	: 630AM NEWS	:30	\$250.00	09/12-09/14	2	1	2	\$500.00	
	5	W-F Buyl:	10A-11A ine Comment	: THE VIEW	:30	\$450.00	09/12-09/14	3	1	3	\$1,350.00	
	6	M-TU Buyl:	10A-11A ine Comment	: THE VIEW	:30	\$450.00	09/17-09/18	2	1	2	\$900.00	
	7	W-F Buyl:	7P-730P ine Comment	: ACCESS HOLLYWOOD	:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
	8	M-TU Buyl:	7P-730P ine Comment	: ACCESS HOLLYWOOD	:30	\$350.00	09/17-09/18	2	1	2	\$700.00	

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					Showing Duylings, All Lines						

Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ().HELLER FOR SENATE Product DEAN HELLER Estimate# Buyer NEIL WILLIAMS Phone# Fax#		3299 F WASF	Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200 WASHINGTON, DC 20007 Agency C/P1/P2/E			Rep Firm Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY							
		NEIL WILLIAMS			Flight Dates Hiatus Weeks	09/12/2012 - 09/18/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT 	Ln 	Day 	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	9	W-F Buyli	11P-1135I	P : LATE NEWS		:30	\$600.00	09/12-09/14	1	1	1	\$600.00	
	10	M-TU Buyli	11P-1135E	P : LATE NEWS		:30	\$600.00	09/17-09/18	1	1	1	\$600.00	
	11	W-F Buyli	1135P- 1205A ine Comment	: NIGHTLINE		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
	12	M-TU Buyli	1135P- 1205A ine Comment	: NIGHTLINE		:30	\$400.00	09/17-09/18	2	1	2	\$800.00	
	13	SU	5P-8P			:30	\$2,500.00	09/16-09/16	1	1	1	\$2,500.00	

---REPORT TOTALS---

Report Totals: 25 / \$11,200.00

Buyline Comment: 2012 EMMY AWARDS

---SALES MONTHLY TOTALS---

Sep 12: 25 / \$11,200.00
Sales Totals: 25 / \$11,200.00
Station Totals: 25 / \$11,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$58,947 KBLR 0% KLAS 22% KSNV 28% KTNV 19% KTUD 0% KVCW 1% KVMY 4% KVVU 26%

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

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StationKTNV-TVLAS VEGAS, NVAdvertiser().HELLER FOR SENATEProductDEAN HELLER

Estimate#

Buyer NEIL WILLIAMS

Phone# Fax#

Books JUL11, EJUL12

Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

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Agency () STRATEGIC MEDIA SVCS 3299 K STREET NW SUITE #200

WASHINGTON, DC 20007

Agency C/P1/P2/E

Flight Dates 09/12/2012 - 09/18/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA Salesperson () ANJIE BRADY

3 of 3

 Salesperson Phone#
 215-567-6005

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